

ROBERT PAPPALARDO ASSOCIATES

Contact: Robert Pappalardo
617-944-0570

FOR IMMEDIATE RELEASE

READING RESIDENT FORMS ROBERT J. PAPPALARDO ASSOCIATES,
A COMMUNICATIONS CONSULTING AND DESIGN FIRM

COMMUNICATIONS DESIGN & CONSULTING

Robert Pappalardo of Reading, Massachusetts has formed Robert Pappalardo Associates, a communications consulting and design firm. The firm will focus on developing and executing communications and graphic design projects and strategies to assist clients in achieving their communications objectives. Clients of the firm include Scitex Corporation, Arthur D. Little, Inc., Precision Software Inc., and the Reading Arts Council, among others. The firm's headquarters will be in Reading.

Mr. Pappalardo has worked in the communications field for 15 years. His work includes communications strategies and planning, as well as developing marketing and promotional collateral such as annual reports, brochures, newsletters, multimedia presentations, etc.

Mr. Pappalardo's design work has received numerous awards, including the Mead Top 60 Competition—one of the oldest and most prestigious contests in the graphic design and printing industries. The Mead Top 60 each year honors the 60 best-designed graphic communications pieces in the country. Mr. Pappalardo's design for the MITRE Corporation's 1992 annual report won first place in the 1994 Gallery of Superb Printing Award Show, was chosen for the New England Top 30 Annual Report Show, and received Potlatch Paper Company's Award of Merit in 1993.

Mr. Pappalardo has been an instructor in graphic design at Northeastern University since 1987.

For more information please contact Robert Pappalardo at 617-944-0570.

617-944-0570
46 WILLOW
STREET
READING, MA
01867